

## ORDER



**Orders**  
**Order / Rev:** 726195  
**Alt Order #:** 06401313  
**Product Desc:** RNC  
**Estimate:** 3542  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** National Media Research Planning/ PC  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Republican National Committee  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	29	\$62,700.00	\$53,295.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	29	\$62,700.00	\$53,295.00	0.00
<b>Totals</b>	<b>29</b>	<b>\$62,700.00</b>	<b>\$53,295.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	11/02/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
KARE11NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$3,500.00		0.00			
E 2	KARE	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,300.00		0.00			
E 3	KARE	11/02/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$2,500.00		0.00			
E 4	KARE	11/02/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,300.00		0.00			
E 5	KARE	11/02/12	11/02/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$3,000.00		0.00			

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Advertiser: Republican National Committee  
 Product Desc: RNC  
 Estimate: 3542

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KARE	11/02/12	11/02/12	Today Show Today Show	CM	7-9a	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,200.00		0.00			
E 7	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
KARE11NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,500.00		0.00			
E 8	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,300.00		0.00			
E 9	KARE	11/05/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
E 10	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
E 11	KARE	11/05/12	11/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,300.00		0.00			
E 12	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
E 13	KARE	11/05/12	11/05/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
E 14	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
KARE11NWS-10SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$3,500.00		0.00			
E 15	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030p-1202a	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$2,500.00		0.00			
E 16	KARE	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	230p-6p (2:30 PM-6:00 PM)	-----S-	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
NOTRE DAME FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$600.00		0.00			
E 17	KARE	11/03/12	11/03/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,000.00		0.00			
E 18	KARE	11/03/12	11/03/12		CM	6-630p	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 6-630p KARE 11 6 News Sa KARE11NWS-6 SA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    -----S-          1  \$1,500.00    0.00															
E 19	KARE	11/03/12	11/03/12	Sat Prime Breeder's Cup	CM	658-8p (6:58 PM-8:00 PM)	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
BREEDERS CUP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    -----S-          1  \$1,000.00    0.00															
E 20	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
KARE11 NWS SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    -----S-          1    \$900.00    0.00															
E 21	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530p	-----S	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
KARE11NWS-5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    -----S          1  \$1,700.00    0.00															
E 22	KARE	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030p	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
NBC SUN-FTBL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    -----S          1  \$9,000.00    0.00															
E 23	KARE	11/01/12	11/01/12	M-F 10-1035p KARE News 10p	CM	10-1035p	---T---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
KARE11NWS-10 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    ---T---          1  \$3,500.00    0.00															
E 24	KARE	11/01/12	11/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    ---T---          1  \$1,300.00    0.00															
E 25	KARE	11/01/12	11/01/12	M-F 5-530p KARE 11 5 News	CM	5-530p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
KARE11NWS-5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    ---T---          1  \$2,500.00    0.00															
E 26	KARE	11/01/12	11/01/12	M-F 6-630p KARE 11 6 News	CM	6-630p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
KARE11NWS-6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12  11/04/12    ---T---          1  \$2,500.00    0.00															
E 27	KARE	11/06/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-T-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
KARE11-SUNRS@6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12  11/11/12    -T-----          1  \$1,300.00    0.00															
E 28	KARE	11/06/12	11/06/12	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
TODAY SHW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12  11/11/12    -T-----          1  \$1,200.00    0.00															
													Totals	29	\$62,700.00